

# 16-06

**AN ORDINANCE AMENDING AND SUPPLEMENTING CHAPTER 205, "LAND USE"  
OF THE CODE OF THE TOWNSHIP OF NORTH BRUNSWICK, TO INCLUDE  
NEW SECTIONS 205.71(A)(6) AND 205.71(C)(4), AND 205-105(I) TO PERMIT AND  
ESTABLISH DEVELOPMENT STANDARDS FOR "BILLBOARDS"**

**BE IT ORDAINED**, by the Township Council of the Township of North Brunswick, County of Middlesex and State of New Jersey, that Chapter 205, Land Use, Article XVI I-1 Industrial District, Section 205-74 of the Code of the Township of North Brunswick be and is hereby amended and supplemented, as follows:

**§ 205-71 Permitted principal uses.**

A. Permitted principal uses.

(6) Billboards, subject to the provisions of Article XXV, Section 205-105(1).

**§ 205-71 Permitted accessory uses.**

C. Permitted principal uses.

(4) Billboards, subject to the provisions of Article XXV, Section 205-105(1).

**BE IT FURTHER ORDAINED**, by the Township Council of the Township of North Brunswick, County of Middlesex and State of New Jersey, that Chapter 205, Land Use, Article XXV Signs and Outdoor Advertising, Section 205-105 Permitted signs in non-residential districts of the Code of the Township of North Brunswick be and is hereby amended and supplemented, as follows:

**§ 205-105 Permitted signs in non-residential districts.**

I. Billboards.

- (1) No part of an advertising structure (billboard) shall be less than 20 feet nor more than 100 feet from the right-of-way line.
- (2) Maximum billboard height shall be forty (40) feet as measured from an elevation of the finished grade at the base of the structure to the top of the billboard.
- (3) The maximum permitted advertising area showing in one direction shall not exceed 672 square feet. All dimensions include border, trim, cutouts, and extensions but exclude decorative bases and supports.

- (4) The billboard support shall not be located closer than 15 feet from a parking lot, driveway, sidewalk, patio, pedestrian plaza, pedestrian-way, bikeway and the like.
- (5) Billboards shall not interfere with or obscure driver sight distances.
- (6) The location and design of an advertising structure shall comply with N.J.S.A. 27:5-5 et seq. (P.L. 1991, c. 413) entitled "Roadside Sign Control and Outdoor Advertising Act" and N.J.A.C. 16:41C-1.1 et seq. entitled "Chapter 41C, Roadside Sign Control and Outdoor Advertising Act," and any other regulations adopted there under.
- (7) Billboards shall not be closer than 500 feet from a residential zone line.
- (8) Any billboard greater than 30 feet from the edge of main travel way of the highway shall be angled toward the driver's view.
- (9) Billboards shall not be closer than 1,500 feet from another billboard to minimize highway sign clutter and allow time for driver recognition with minimum distraction.
- (10) No part of an advertising structure shall be located closer than 25 feet from any building. Billboards shall not be attached to, wrapped around, painted or projected on any building face or roof. Billboards shall be located so as not to obscure existing signs or building facades.
- (11) Words used in the sign's message shall be of such size and brevity as to be readable to the average driver at a minimum distance of 550 feet so its message can be read safely at highway speeds.
- (12) Billboards which flash, blink, move, simulate or create the illusion of motion, or contain an animated display or full motion video shall be prohibited.
- (13) Billboards with digital, electronic, LED, or changeable copy, and multiple message signs, shall be permitted provided that the dwell time for each message or message board is not less than eight (8) seconds. A message change shall be accomplished completely within two (2) seconds.
- (14) The billboard advertising surface may be internally or externally lighted from dusk until 11:00 pm. Lighting fixtures shall be directed so as not to cause glare on any street or building.

**BE IT FURTHER ORDAINED**, that if any section, paragraph, subsection, clause or provision of this Ordinance shall be adjudged by the courts to be invalid, such adjudication shall